

2006 NATIONAL HEALTH PROMOTION CONFERENCE

*Innovations in
Health Promotion:
New Avenues
for Collaboration*



EXHIBITOR & SPONSOR PROSPECTUS

SEPTEMBER 12-14, 2006 • HILTON ATLANTA

Exhibition Details

Each exhibit package includes:

(1) 8' x 10' booth

(1) 6' skirted table, (2) chairs, (1) wastebasket

One (1) complimentary conference registration per booth

Exhibitor Benefits

- Interact directly with conference attendees and leadership
- Contact new prospects, generate leads and test the latest in health products and services
- Enjoy breaks and meal functions served in the exhibit hall
- Obtain greater recognition for your organization's products and services
- Promote additional business for your organization
- Meet your potential customers face-to-face to generate feedback on your organization's products and services
- Promote your company image and maximize exposure to the public health field
- Develop key relationships with the most experienced professionals in health promotion

Dear Colleague:

We invite you to join us as an exhibitor or sponsor at the 2006 National Health Promotion Conference, September 12-14, 2006, at the Hilton Atlanta in Atlanta, Georgia. With a conference theme of *Innovations in Health Promotion: New Avenues for Collaboration*, the conference will provide an unprecedented opportunity to create new partnerships and strengthen existing ones to move forward with a national health promotion agenda. Participants will include health and education practitioners, public health professional organizations and associations, private and non-profit sector leaders, and academics from schools of public health. This national conference will attract more than 1,200 health professionals by providing programs that span the range of health promotion.

The 2006 National Health Promotion Conference is the first joint conference presented by the Center for Disease Control's Coordinating Center for Health Promotion and its constituent groups: the National Center for Chronic Disease Prevention and Health Promotion, the National Center on Birth Defects and Developmental Disabilities, and the Office of Genomics and Disease Prevention.

In addition, the Association of State and Territorial Health Officials (ASTHO), the Directors of Health Promotion and Education (DHPE), the March of Dimes, and the National Association of Chronic Disease Directors (NACDD) are partnering with CDC as co-sponsors for the conference.

The National Association of Chronic Disease Directors (NACDD) is serving as

the conference partner managing exhibits and sponsorships for the conference.

NACDD represents chronic disease program directors and managers in every state and territorial health department throughout the country. Its vast network, which closely interacts with local health departments, forms a far-reaching public health arm dedicated to the prevention of chronic diseases such as heart disease, obesity, cancer, diabetes, and the promotion of healthy lifestyles and elimination of health disparities. It has represented the public chronic disease community for more than 18 years and provides information and networking opportunities to its members and to partner and other constituent organizations.

For organizations, companies, and foundations concerned with disease prevention, wellness, and health promotion, this conference provides a unique opportunity to support the goal of a healthy America. A conference exhibit or sponsorship will provide your organization with exposure to key public health professionals and help improve the health of the nation.

We hope you will join us as an exhibitor or sponsor and look forward to seeing you at the 2006 National Health Promotion Conference in Atlanta in September.

Sincerely,



John W. Robitscher, MPH

Executive Director

National Association of Chronic Disease Directors

Preliminary Conference Schedule Overview (subject to change)

TUESDAY, SEPTEMBER 12

8:00 – 11:00 am	Exhibitor set-up
8:30 am – 12:00 pm	Plenary sessions
12:00 – 7:00 pm	Exhibits open
12:00 – 1:30 pm	Grand opening lunch in Exhibit Hall
1:30 – 2:30 pm	Concurrent sessions
2:30 – 3:00 pm	Break in Exhibit Hall
3:00 – 5:30 pm	Concurrent sessions and regional planning meeting
5:30 – 7:00 pm	Reception in Exhibit Hall

WEDNESDAY, SEPTEMBER 13

7:30 am – 3:00 pm	Exhibits open
7:30 – 8:30 am	Breakfast in Exhibit Hall
8:30 – 10:00 am	Plenary sessions
10:00 – 10:30 am	Morning break in Exhibit Hall
10:30 am – 12:00 pm	Plenary session
12:00 – 1:30 pm	Lunch
1:30 – 2:30 pm	Concurrent sessions
2:30 – 3:00 pm	Afternoon break in Exhibit Hall
3:00 – 5:30 pm	Concurrent sessions
3:00 – 6:00 pm	Exhibitor tear-down

THURSDAY, SEPTEMBER 14

8:30 – 12:00 am	Conference Sessions
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Conference Goals

- Laying the foundation for a national health promotion agenda—moving from disease specific agendas to the broadest concepts and practices of wellness and health promotion
- Providing a platform for ongoing innovation in the collaborative science and implementation of birth defects, disabilities, genomics and chronic disease prevention practices
- Facilitating the creation of new partnerships and strengthening existing relationships.

Conference Tracks

- Non-traditional partnerships
- Innovative approaches to public health practice
- Translating science and evaluating results
- Health policy and communications
- Implementing best practices at the local level
- Emerging issues and hot topics in public health

Who Will Attend

- Health and education practitioners from the national, state, tribal, and local levels
- Advocacy and public health professional organizations and associations
- Private and non-profit sector leaders
- Academics and students from schools of public health
- International health promotion colleagues
- Interested parties from academia, industry and the public

SPONSORSHIP OPPORTUNITIES

Platinum Sponsorship

COST \$25,000

The Platinum Level is the highest sponsorship level. A sponsor at this level will be featured during a high-profile conference plenary session. Platinum Sponsors will also be recognized in a variety of significant ways during the conference.

BENEFITS

- Named sponsor for conference plenary session
- Five (5) complimentary conference registrations
- Three (3) complimentary exhibit booth spaces
- Recognition in conference program
- Insert in conference registration packets
- Press release from NACDD announcing sponsorship
- Signage at conference
- Glass sculpture award recognizing the sponsoring company

Gold Sponsorship

COST \$15,000

The Gold Level demonstrates a high level of commitment to the conference and to the mission of health promotion. A sponsor at this level will be featured during a reception or luncheon. Gold Sponsors will also be recognized in a variety of ways during the conference.

BENEFITS

- Named sponsor for reception or luncheon
- Three (3) complimentary conference registrations
- Two (2) complimentary exhibit booth spaces

- Recognition in conference program
- Signage at conference
- Plaque recognizing the sponsoring company

Silver Sponsorship

COST \$10,000

The Silver Level shows your organization's support of the conference and of health promotion. A sponsor at this level will be featured during a refreshment break. Silver Sponsors will also be recognized in a variety of ways during the conference.

BENEFITS

- Named sponsor for refreshment break
- Two (2) complimentary conference registrations
- One (1) complimentary exhibit booth space
- Recognition in conference program
- Signage at conference

Patron Sponsorship

COST \$500

The Patron Level provides the opportunity to show support for the conference. Patron Sponsors will be recognized in the conference program and registration materials.

Other sponsorship opportunities

Conference Bags	\$7,000
Attendee Badge Lanyard	\$5,000
Pedometers	\$3,000
<i>(plus cost of pedometers)</i>	
Registration packet insert (one page)	\$1,000

Hotel Information and Logistics

To reserve a hotel room, please call the Hilton Atlanta Hotel directly at 404.659.2000, and refer to the "CDC Health Promotion Conference" to secure the group rate. A block of rooms have been reserved for September 8-15, 2006, at a rate of \$115.00 per night, plus tax (single). The group rate will be available until August 25, 2006, or until the group block is sold out, whichever comes first. Guests who would like to arrive early may do so beginning September 6 and departing as late as September 16, based on availability. All reservations must be guaranteed with a first night's deposit, which will be charged against your credit card, and will

be applied to your stay at the hotel. In the event of a cancellation less than 72 hours before arrival, this deposit

will be forfeited. If you cancel your reservation, please ensure that you note your cancellation number. The check-in time for the hotel is 3 p.m., and the check-out time is noon. Be sure to request a nonsmoking room if desired.

Reservations must be made directly with the hotel no later than August 25, 2006, to ensure room availability and to receive the conference room rate.

Hilton Atlanta

**255 Courtland Street NE
Atlanta, GA 30303, USA
Reservations: 1-877-667-7210
Telephone: 404-659-2000
Fax: 404-221-6368**

Ground Transportation from the Airport

Transportation from Hartsfield Airport to the Hilton Atlanta Hotel is available via The Atlanta Link. This service is located in the ground transportation area (section C, stalls 10-14). The hours of operation are 6 a.m.-12 a.m., 7 days a week, and the costs are \$16.50 one-way and \$29 round-trip. You may find additional information or make a reservation at www.theatlantalink.com. Cab fare from the airport to downtown is approximately \$18 one-way. In addition, Atlanta's MARTA (Metropolitan Atlanta Rapid Transit Authority) provides rail service from the airport to downtown. The Airport MARTA station is located near baggage claim, and the cost is \$1.75 one-way.

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EXHIBIT/SPONSOR AGREEMENT

Please complete this form to be a sponsor/exhibitor at 2006 National Health Promotion Conference, September 12-14, 2006, at the Hilton Atlanta Hotel. The deadline for exhibit booth reservations is July 21, 2006; however, exhibitors are encouraged to apply as soon as possible to ensure space availability.

Be sure to book your booth early to secure the best location. (PLEASE PRINT)

Organization/Company: _____

Division/Program: _____

Contact Name: _____

Title: _____

Address: _____

City: _____ State: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Web site: _____

Special Booth Needs/Request: _____

Names of exhibit personnel (as will appear on name badges):

1) _____

2) _____

Assignment of Space

All conference sponsors receive first priority on booth space. Additional assignments will be made based on when the signed exhibitor agreement was received by NACDD. Show management reserves the right to make the final determination of all space assignments in the best interest of the 2006 National Health Promotion Conference.

Booth Description

Please provide a three-sentence description of your organization/company. Please note that this information will appear in the Exhibitor Directory that will be provided to all conference participants.

Please email this description and your organization's logo to SRaven@MeetingsManagementGroup.com.

☐ Non-profit/government booth(s) (8' x 10') at \$800 each

☐ Private/commercial booth(s) (8' x 10') at \$1,600 each

To Confirm Sponsorship:

☐ Platinum Level - \$25,000

☐ Gold Level - \$15,000

☐ Silver Level - \$10,000

☐ Patron Level - \$500

☐ Other (specify) _____

Total due: \$ _____

Questions about sponsoring or exhibiting?

Suzie Raven

Meetings Coordinator

Phone: 703-610-1271

Fax: 703-610-9005

Email: SRaven@MeetingsManagementGroup.com

Questions on Attendee Registration:

Conference Manager

2006 National Health Promotion Conference Inquiries

770-488-6509

4770 Buford Hwy, NE

Mailstop K-40

Atlanta, GA 30341

Email: ChronicConf@cdc.gov

Payment Information (PLEASE PRINT)

Register by Check, Credit Card, or Purchase Order. POs will be accepted; however, reservation will not be processed until the payment is received. Please submit PO "to be paid automatically without invoicing" when possible. Submit reservation form with payment to:

National Association of Chronic Disease Directors (NACDD)

Attn: Robert Smariga

2872 Woodcock Boulevard, Suite 220

Atlanta, GA 30341

Email: RSmariga@ChronicDisease.org

☐ Purchase Order

PO #: _____

☐ Check Enclosed

☐ Credit Card

☐ Visa ☐ MasterCard ☐ Amex

Account Number: _____

Expiration Date: _____

Name of Cardholder: _____

Official Signature: _____

Date: _____

Amount: \$ _____

Federal Tax ID Number: 73-1328414

Visit www.cdc.gov/cochp/conference/index.htm for more information.